

ABSTRACT

The present invention relates to a display device,
display method, a liquid crystal driving circuit, and liquid
crystal driving method, which enable cholesteric liquid
5 crystal to be driven with a low voltage. Reference voltage
GNDc supplied to a column driver and reference voltage GNDr
supplied to a row driver are GND (0 V). GNDr is connected
to row electrodes X1 to X3, and GNDc is connected to column
electrodes Y1 to Y3. In addition, switches are controlled
10 to supply voltage (V1+V2) to GNDr in a predetermined time
width. Voltage (-V1-V2) is supplied to GNDc in a
predetermined time width. This applies bipolar pulses of
(V1+V2) to inter-pixel-electrode portions of pixels (X1, Y1)
to (X3, Y3), whereby a cholesteric liquid crystal layer
15 enters a planar state, so that the entire surface is reset
to be in the planar state. The present invention can be
applied to liquid crystal display devices and driving
circuits for liquid crystal display devices.